

CONTRACT



KMBC
 6455 Winchester Ave
 Kansas City, MO 64133-6409
 (816)221-9999

www.kmbc.com

And:

Media Strategies & Research
 1580 Lincoln Street
 Suite 510
 Denver, CO 80203

<u>Contract / Revision</u> 947488 /		<u>Alt Order #</u>
<u>Product</u> 9/3/12 - 9/9/12		
<u>Contract Dates</u> 09/03/12 - 09/09/12		<u>Estimate #</u> 11751
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 08/29/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KMBC	09/06/12	09/06/12	First News at 5am	5-5:30am		:30			NM	1	\$300.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	---1---				1	\$300.00			
N 2	KMBC	09/04/12	09/04/12	First News at 5:30am	5:30-6am		:30			NM	1	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-1-----				1	\$400.00			
N 3	KMBC	09/07/12	09/07/12	First News at 5:30am	5:30-6am		:30			NM	1	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----1--				1	\$400.00			
N 4	KMBC	09/07/12	09/07/12	First News at 6am	6-7am		:30			NM	1	\$650.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	----1--				1	\$650.00			
N 5	KMBC	09/05/12	09/06/12	First News at 6am	6-7am		:30			NM	2	\$1,600.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	--11---				2	\$800.00			
N 6	KMBC	09/03/12	09/07/12	Good Morning America	7-9am		:30			NM	5	\$2,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	11111--				5	\$500.00			
N 7	KMBC	09/08/12	09/08/12	Sa 6-7a	6-7a		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----S-				1	\$300.00			
N 8	KMBC	09/09/12	09/09/12	Sun News @ 5am	5-6am		:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
947488 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/03/12 - 09/09/12	9/3/12 - 9/9/12	11751

<u>Advertiser</u>	<u>Original Date / Revision</u>
McCaskill/D/Senate	08/29/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$100.00			
N 9	KMBC	09/05/12	09/07/12	Rachael Ray Show	9-10am		:30			NM	2	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1-1--				2	\$150.00			
N 10	KMBC	09/04/12	09/04/12	Nate Berkus	M-F 10a-11a		:30			NM	1	\$100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-----				1	\$100.00			
N 11	KMBC	09/05/12	09/05/12	The View	11am-12pm		:30			NM	1	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$400.00			
N 12	KMBC	09/07/12	09/07/12	Dr. Phil	3-4pm		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$300.00			
N 13	KMBC	09/04/12	09/06/12	DR OZ	4PM-5PM		:30			NM	2	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-1---				2	\$400.00			
N 14	KMBC	09/04/12	09/04/12	5pm News	5-530pm		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-----				1	\$700.00			
N 15	KMBC	09/07/12	09/07/12	5pm News	5-530pm		:30			NM	1	\$700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$700.00			
N 16	KMBC	09/03/12	09/06/12	6pm News	6-630pm		:30			NM	3	\$2,475.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1-11---				3	\$825.00			
N 17	KMBC	09/03/12	09/05/12	630-7p	630-7pm		:30			NM	3	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	111----				3	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KMBC	09/03/12-09/09/12	630-7p	630-7pm	MTuW-----	:30		\$1,000.00	NM		
	See MG 17.4											
	2	KMBC	09/03/12-09/09/12	630-7p	630-7pm	MTuW-----	:30		\$1,000.00	NM		
	See MG 17.5											
	4	KMBC	09/03/12-09/09/12	630-7p	630-7pm	MTuW-----	:30		\$1,000.00	NM		
	Ⓜ	MG for 17.1 09/03										
	5	KMBC	09/03/12-09/09/12	630-7p	630-7pm	MTuW-----	:30		\$1,000.00	NM		
	Ⓜ	MG for 17.2 09/04										
N 18	KMBC	09/07/12	09/07/12	630-7p	630-7pm		:30			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

Contract / Revision	Alt Order #
947488 /	

Contract Dates	Product	Estimate #
09/03/12 - 09/09/12	9/3/12 - 9/9/12	11751

Advertiser	Original Date / Revision
McCaskill/D/Senate	08/29/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ----1-- 1 \$1,000.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KMBC	09/03/12-09/09/12	630-7p	630-7pm	-----F----	:30		\$1,000.00	NM		
	See MG 18.2											
	2	KMBC	09/03/12-09/09/12	630-7p	630-7pm	-----F----	:30		\$1,000.00	NM		
	(M) MG for 18.1 09/07											
N 19	KMBC	09/05/12	09/05/12	MODERN FM./SUBURGATO	8-9pm		:30			NM	1	\$3,000.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --W---- 1 \$3,000.00											
N 20	KMBC	09/06/12	09/06/12	ROOKIE BLUE	8-9pm		:30			NM	1	\$2,500.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ---T--- 1 \$2,500.00											
N 21	KMBC	09/09/12	09/09/12	ONCE UPON A TIME	7-8pm		:30			NM	1	\$2,500.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S 1 \$2,500.00											
N 22	KMBC	09/04/12	09/04/12	M-F/SU 10pm News	10-1035pm		:30			NM	1	\$1,500.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -1----- 1 \$1,500.00											
N 23	KMBC	09/07/12	09/07/12	M-F/SU 10pm News	10-1035pm		:30			NM	1	\$1,600.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ----1-- 1 \$1,600.00											
N 24	KMBC	09/05/12	09/05/12	M-F 1035-1105pm	1035-1105pm		:30			NM	1	\$700.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --1----- 1 \$700.00											
N 25	KMBC	09/06/12	09/06/12	M-F 1105p-1135p	1105p-1135p		:30			NM	1	\$400.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ---1--- 1 \$400.00											
N 26	KMBC	09/03/12	09/03/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	1	\$250.00
	Class of Time - Pre-emptible with notice											
	<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 1----- 1 \$250.00											
Totals											37	\$28,475.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	37	\$28,475.00	\$24,203.75
Totals	37	\$28,475.00	\$24,203.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.